UNITED STATES DISTRICT COURT for the Southern District of New York DANIEL K FINE JEWERLY USA, LLC Plaintiff(s) Civil Action No. v. BLUE NILE, INC. Defendant(s) SUMMONS IN A CIVIL ACTION To: (Defendant's name and address) BLUE NILE INC. 630 OLD COUNTRY ROAD GARDEN CITY, NEW YORK 11530 A lawsuit has been filed against you. Within 21 days after service of this summons on you (not counting the day you received it) — or 60 days if you are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ. P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff's attorney, whose name and address are: EZRA SUTTON, P.A. 900 ROUTE 9 NORTH, SUITE 201 WOODBRIDGE, NEW JERSEY 07095 If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court. CLERK OF COURT

Signature of Clerk or Deputy Clerk